

1 Amend 2 Cal. Code Regs. section 18450.4 as follows:

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3 **18450.4. Contents of Disclosure Statements. Advertisement Disclosure.**
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5 Where a "disclosure statement" or "disclosure" is required for an advertisement under
6 Government Code sections 84503, 84504, and 84506, the following shall apply to the
7 committee that authorized and paid for the advertisement:

8 (a) Disclosures required under Government Code sections 84503 and 84506 shall
9 include the name, pursuant to 2 Cal. Code Regs. section 18450.3, of the \$50,000 contributor
10 or contributors. The disclosure shall explicitly indicate that the contributor or contributors
11 were major donors to the committee by stating, for example, "major funding by" or "paid for
12 by." In the case of a contributor that is a committee pursuant to Government Code section
13 82013, subdivision (a), the word "committee" shall be included in the disclosure.

14 (b) Where two or more contributions of identical amounts meet the threshold for the
15 top two contributors, the order of disclosure shall be made beginning with the most recent
16 contributor of that amount.

17 ~~(b)~~ (c) The disclosures required by Government Code sections 84503, 84504 and 84506
18 shall be presented in a clear and conspicuous manner to give the reader, observer or listener
19 adequate notice of the identity of the person(s) or committee(s) that paid for the
20 communication, as specified below.

21 (1) Video: The information shall be both written and spoken either at the
22 beginning or at the end of the communication, except that if the disclosure statement is
23 written for at least five seconds of a broadcast of thirty seconds or less or ten seconds of a
24 sixty second broadcast, a spoken disclosure statement is not required. The written

disclosure statement shall be of sufficient size to be readily legible to an average viewer and air for not less than four seconds.

(2) Audio: The information shall be spoken in a clearly audible manner at the beginning or end of the communication and shall last at least three seconds.

(3) Print Media: All disclosure statements on printed materials designed to be distributed personally or through the mail shall be printed in type no less than 10 points in size and printed in a contrasting color to the background on which it appears.

(4) Over Size Print Media: All disclosure statements on printed materials that are larger than those designed to be individually distributed (e.g., billboards) shall constitute at least five percent (5%) of the height of the advertisement and printed in a contrasting color.

(5) If a single print media advertisement consists of multiple pages, folds, or faces, the disclosure requirement of this section applies only to one page, fold, or face.

(6) Each communication that would require a disclosure if distributed separately, and that is included in a package of materials, must contain the required disclosure.

NOTE: Authority cited: Section 83112, Government Code.

Reference: Sections 84503, 84504 and 84506, Government Code.

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